

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as indicated in the following listing of claims. This listing replaces any previous listing of the claims.

1-43. (Canceled)

44. (Currently Amended) A method for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server,  
wherein the Web page includes content data;  
sending the Web page to a plurality of client nodes; and  
displaying the Web page to a plurality of users located at respective client nodes,  
and in response to the Web page being displayed to each user, each client node  
initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user  
browsing the Web page, wherein the in-view user activities are associated with  
in-view response data reflecting whether or not the content data was viewable or  
partially viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected  
data includes information indicating the proportion of content actually viewable to  
a respective user. ~~The method of claim 40, wherein the collected data is stored in~~  
~~a client side data store and;~~

detecting a client side trigger event, wherein each client side trigger event  
is associated with each respective client side data store being filled with the  
collected data above a predetermined threshold level; and

sending the collected data to the Web server in response to the detected client side trigger event; and  
analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

45. (Currently Amended) A method for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;  
sending the Web page to a plurality of client nodes; and  
displaying the Web page to a plurality of users located at respective client nodes,  
and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:  
detecting in-view user activities associated with each respective user,  
browsing the Web page, wherein the in-view user activities are associated with  
in-view response data reflecting whether or not the content data was viewable or  
partially viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event ~~The method of claim 40, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node; and~~

sending the collected data to the Web server in response to the detected client side trigger event; and  
analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

46. (Currently Amended) A method for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;  
sending the Web page to a plurality of client nodes; and  
displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event ~~The method of claim 40, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page; and~~

sending the collected data to the Web server in response to the detected client side trigger event; and  
analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

47-49. (Cancelled)

50. (Currently Amended) A method for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;  
sending the Web page to a plurality of client nodes; and  
displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user, and The method of claim 40, wherein the in-view user activities are mouse pointer position data;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event; and  
sending the collected data to the Web server in response to the detected  
client side trigger event; and  
analyzing the collected data to determine user in-view characteristic data  
reflecting whether the content was viewable or partially viewable by the respective user.

51-54. (Cancelled)

55. (Currently Amended) A system for performing dynamic Web-based analysis,  
the system comprising:  
means for sending a Web page provided by a Web server to a plurality of client  
nodes, wherein the Web page includes content data;  
means for displaying the Web page to a plurality of users located at respective  
client nodes;  
means for detecting in-view user activities associated with each respective user  
browsing the Web page, wherein the in-view user activities are associated with in-view  
response data reflecting whether or not the content data was viewable or partially  
viewable to each respective user;  
means for collecting data reflecting the in-view user activities, wherein the  
collected data includes information indicating the proportion of content actually viewable  
to a respective user~~The system of claim 51, wherein the collected data is stored in a~~  
client side data store; and

means for detecting a client side trigger event, wherein each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level;

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

56. (Currently Amended) A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

means for collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

means for detecting a client side trigger event The system of claim 51, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node;

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

57. (Currently Amended) A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

means for collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

means for detecting a client side trigger event ~~The system of claim 51, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page;~~

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

58-60. (Cancelled)

61. (Currently Amended) A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user and ~~The system of claim 51, wherein the in-view user activities are mouse pointer position data;~~

means for collecting data reflecting the in-view user activities; wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

means for detecting a client side trigger event;

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

62-65. (Cancelled)

66. (Currently Amended) A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server,

wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes,

and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user

browsing the Web page, wherein the in-view user activities are associated with

in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user. The computer readable medium of claim 62, wherein the collected data is stored in a client side data store; and

detecting a client side trigger event, wherein each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level; and

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

67. (Currently Amended) A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities, wherein the collected data includes information indicating the proportion of content actually viewable to a respective user;

detecting a client side trigger event ~~The computer readable medium of claim 62, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node; and~~

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user.

68. (Currently Amended) A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user;  
browsing the Web page, wherein the in-view user activities are associated with  
in-view response data reflecting whether or not the content data was viewable to  
each respective user;

collecting data reflecting the in-view user activities, wherein the collected  
data includes information indicating the proportion of content actually viewable to  
a respective user;

detecting a client side trigger event ~~The computer readable medium of~~  
claim 62, wherein each client side trigger event is associated with a respective  
user, located at a respective client node, selecting a URL displayed on the Web  
page; and

sending the collected data to the Web server in response to the detected  
client side trigger event; and

analyzing the collected data to determine user in-view characteristic data  
reflecting whether the content was viewable or partially viewable by the respective user.

69-71. (Cancelled)

72. (Currently Amended) A computer-readable medium for performing dynamic  
Web-based in-view monitoring, the method comprising:  
appending a client side routine to a Web page provided by a Web server,  
wherein the Web page includes content data;  
sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes,  
and in response to the Web page being displayed to each user, each client node  
initiating the client side routine to perform the following:

detecting in-view user activities associated with each respective user  
browsing the Web page, wherein the in-view user activities are associated with  
in-view response data reflecting whether or not the content data was viewable to  
each respective user and ~~The computer readable medium of claim 62, wherein~~  
the in-view user activities are mouse pointer position data;

collecting data reflecting the in-view user activities, wherein the collected  
data includes information indicating the proportion of content actually viewable to  
a respective user;

detecting a client side trigger event; and  
sending the collected data to the Web server in response to the detected  
client side trigger event; and

analyzing the collected data to determine user in-view characteristic data  
reflecting whether the content was viewable or partially viewable by the respective user.

73-84. (Canceled)

85. (New) The method of claim 44, wherein the in-view user activities includes  
at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon

selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

86. (New) The method of claim 45, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

87. (New) The method of claim 46, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

88. (New) The method of claim 44, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

89. (New) The method of claim 45, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

90. (New) The method of claim 46, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view

response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

91. (New) The method of claim 50, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

92. (New) The method of claim 44, wherein the client side routine is appended to a URL placed on the Web page.

93. (New) The method of claim 45, wherein the client side routine is appended to a URL placed on the Web page.

94. (New) The method of claim 46, wherein the client side routine is appended to a URL placed on the Web page.

95. (New) The method of claim 50, wherein the client side routine is appended to a URL placed on the Web page.

96. (New) The method of claim 44, further comprising:

analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and sending the billing records to at least one of a plurality of third party nodes.

97. (New) The method of claim 45, further comprising:

analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and sending the billing records to at least one of a plurality of third party nodes.

98. (New) The method of claim 46, further comprising:  
analyzing the collected data at the Web server;  
generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

99. (New) The method of claim 50, further comprising:  
analyzing the collected data at the Web server;  
generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

100. (New) The method of claim 96, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

101. (New) The method of claim 97, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

102. (New) The method of claim 98, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

103. (New) The method of claim 99, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

104. (New) The system of claim 55, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon

selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

105. (New) The system of claim 56, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

106. (New) The system of claim 57, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

107. (New) The system of claim 55, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

108. (New) The system of claim 56, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

109. (New) The system of claim 57, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view

responser data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

110. (New) The system of claim 61, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

111. (New) The system of claim 55, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

112. (New) The system of claim 56, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

113. (New) The system of claim 57, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

114. (New) The system of claim 61, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

115. (New) The system of claim 55, further comprising:  
means for analyzing the collected data;

means for generating billing records based on the analysis of the collected data;

and

means for sending the billing records to at least one of a plurality of third party nodes.

116. (New) The system of claim 56, further comprising:

means for analyzing the collected data;

means for generating billing records based on the analysis of the collected data;

and

means for sending the billing records to at least one of a plurality of third party nodes.

117. (New) The system of claim 57, further comprising:

means for analyzing the collected data;

means for generating billing records based on the analysis of the collected data;

and

means for sending the billing records to at least one of a plurality of third party nodes.

118. (New) The system of claim 61, further comprising:

means for analyzing the collected data;

means for generating billing records based on the analysis of the collected data;

and

means for sending the billing records to at least one of a plurality of third party nodes.

119. (New) The system of claim 115, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

120. (New) The system of claim 116, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

121. (New) The system of claim 117, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

122. (New) The system of claim 118, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

123. (New) The computer-readable medium of claim 66, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

124. (New) The computer-readable medium of claim 67, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse

pointer position, time data associated with content position and time data associated with screen scrolling.

125. (New) The computer-readable medium of claim 68, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

126. (New) The computer-readable medium of claim 66, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

127. (New) The computer-readable medium of claim 67, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

128. (New) The computer-readable medium of claim 68, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

129. (New) The computer-readable medium of claim 72, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

130. (New) The computer-readable medium of claim 66, wherein the client side routine is appended to a URL placed on the Web page.

131. (New) The computer-readable medium of claim 67, wherein the client side routine is appended to a URL placed on the Web page.

132. (New) The computer-readable medium of claim 68, wherein the client side routine is appended to a URL placed on the Web page.

133. (New) The computer-readable medium of claim 72, wherein the client side routine is appended to a URL placed on the Web page.

134. (New) The computer-readable medium of claim 66, further comprising:  
analyzing the collected data at the Web server;  
generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

135. (New) The computer-readable medium of claim 67, further comprising:  
analyzing the collected data at the Web server;  
generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

136. (New) The computer-readable medium of claim 68, further comprising:  
analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

137. (New) The computer-readable medium of claim 72, further comprising:  
analyzing the collected data at the Web server;  
generating billing records based on the analysis of the collected data; and  
sending the billing records to at least one of a plurality of third party nodes.

138. (New) The computer-readable medium of claim 134, wherein the content  
data includes a plurality of third party content data, and wherein each third party content  
data is provided by a respective one of the plurality of third party nodes.

139. (New) The computer-readable medium of claim 135, wherein the content  
data includes a plurality of third party content data, and wherein each third party content  
data is provided by a respective one of the plurality of third party nodes.

140. (New) The computer-readable medium of claim 136, wherein the content  
data includes a plurality of third party content data, and wherein each third party content  
data is provided by a respective one of the plurality of third party nodes.

141. (New) The computer-readable medium of claim 137, wherein the content  
data includes a plurality of third party content data, and wherein each third party content  
data is provided by a respective one of the plurality of third party nodes.